

Edinburgh & Lothians Area Tourism Partnership (ATP)

Friday 15th June 2007

at 9.45 am

National Museum of Flight, East Fortune, East Lothian

Present

Cllr Jenny Dawe (Chair)	City of Edinburgh Council
Cllr David Berry	East Lothian Council
Alan Russell	East Lothian Tourism Forum
Nico De Freitas	East Lothian Tourism Forum
Sue Stuart	Edinburgh Convention Bureau Ltd
Simon Williams	Edinburgh Tourism Action Group
Cllr Russell Imrie	Midlothian Council
Fergus Waters (Vice Chair)	Midlothian Tourism Forum
Quintin Young	Midlothian Tourism Forum
Cllr Martyn Day	West Lothian Council
Robin Chesters	West Lothian Tourism Forum
Geraldine Hamilton	West Lothian Tourism Forum
Raoul Barbier	City of Edinburgh Council
Susan Smith	East Lothian Council
Sandy MacMillan	Midlothian Council
Aileen McDougall	Scottish Enterprise Edinburgh & Lothian
John Masson	West Lothian Council
Ben Carter	VisitScotland Edinburgh Network Office

In Attendance

Sharon Watt	VisitScotland Edinburgh Network Office
Amanda Jopling	National Museum of Flight

Apologies

Cllr Steve Cardownie	City of Edinburgh Council
Bill MacNair	East Lothian Tourism Forum
Richard Jeffrey	Edinburgh Tourism Action Group
Kenneth Wardrop	City of Edinburgh Council
Claire Dutton	East Lothian Council
John Beveridge	Midlothian Council
Susan Watson	Scottish Enterprise Edinburgh & Lothian
Stephen Gallagher	Scottish Enterprise Edinburgh & Lothian
Alistair Shaw	West Lothian Council
Sandi Hellowell	VisitScotland

1 Welcome and introductions

Councillor Jenny Dawe began by welcoming everyone to the meeting of the Area Tourism Partnership (ATP) and introduced herself as the new Chair of the ATP. Councillor Dawe thanked Amanda Jopling, General Manager of The National Museum of Flight for hosting today's meeting. Round table introductions were given.

Apologies were noted as shown above.

2 Minutes of 7th March 2007

All agreed as a correct record.

3 National Museum of Flight

Amanda Jopling, General Manager of the National Museum of Flight presented on the key highlights and future developments of The Museum. Areas covered by Amanda included:

- Exhibition Hangers
- Conservation Centre
- Education Centre
- Collection Stores

Visitor numbers to the National Museum of Flight have increased since the arrival of Concorde. It is anticipated there will be 16,000 visitors to the annual Airshow, which takes place on Saturday 28th July. If you would like more information you can access the following link:

http://www.nms.ac.uk/airshow_2007.aspx

A copy of the power point presentation is available. Please contact Sharon Watt if you require a copy.

4 Role of Area Tourism Partnership – discussion Paper

Ben Carter presented a paper on the role of the Area Tourism Partnership. He noted that the Area Tourism Partnership exists to push forward tourism in the area with a view to Edinburgh and Lothians making a significant contribution to the national ambition of growing revenue from tourism by 50% by 2015.

Ben commented that new tourism action plans are being developed by industry and public sector agencies across all four local authority areas. All four plans are nearing completion and should be finalised by end July 2007. Once the plans are finalised the ATP can track progress across all plans and identify common issues to progress together.

Concerns were raised as to how the ATP can raise issues and to whom they should be raised. Views ranged from that all issues should be passed to VisitScotland for

resolution; to that issues should be looked at on a case-by-case and that where escalation of an issue is required the partners should agree how best this is done.

In the discussions, transportation was raised as a common issue across the Lothians and it was agreed that this issue should be reflected in each of the local tourism action plans.

Cllr Dawe noted that the ATP has no funding, but has a wealth of experience and key partners around the table. From the discussion, two points require resolution:

- Who should the ATP go to for action?
- Who lobbies?

5 Update on production of local tourism strategies and action plans:

Representatives from each area gave an update on development of their local tourism strategies and action plans. All are well underway and are due to be completed in advance of the next Area Tourism Partnership meeting.

Sandy MacMillan highlighted that Midlothian Council are looking into the need for strategic environmental assessment on local tourism action plans.

6 Update from joint Area Tourism Partnership officers group

Ben Carter gave a short update on work of the ATP officers group (with representatives from each local authority, Scottish Enterprise Edinburgh & Lothian, and VisitScotland). This group have identified 'Castles and Heritage' as a common strength across the region and also have identified a common link in Mary Queen of Scots which could be capitalised on with the advent of a new film due in the near future. The group was supportive of the proposals to date and are keen for the ATP officers group to progress this further.

7 VisitScotland Edinburgh & Lothians Network Office Report

Ben Carter presented the report to the meeting and gave highlights. Ben brought to the groups attention (page 4) Great Days Out - a series of features to be published in the Evening News over June and July, which will profile areas around Edinburgh. North Berwick was the first to be featured and further articles planned are for Dalkeith, Dunbar, Haddington, Linlithgow, Livingston and South Queensferry.

Also highlighted was the recent drop in Airport TIC visitor figures. There has been a short-term issue with internal information signage and this has now been addressed.

8 Any other competent business

Geraldine Hamilton raised the issue on Green Tourism. She noted that VisitScotland is trying to encourage growth in membership of the GTBS but that there may be an issue with the ability of GTBS to respond to a growth in demand. We should be comfortable

that an increase in demand can be managed before putting plans in place to more widely promote GTBS.

Ben Carter to investigate GTBS ability to cope with increased demand and report back to September ATP meeting.

Geraldine also commented that there would be more of an incentive to join the GTBS if accommodation providers thought there was a marketing advantage in the way of more exposure on the www.visitscotland.com website.

Ben Carter to investigate this issue and report back to September ATP meeting.

Cllr Dawe drew the meeting to a close and noted if any member has suggestions for future agenda items please forward to Ben Carter or Sharon Watt.

9 Dates of Future Meetings

Wednesday 5th September 2007, Almond Valley, Livingston, West Lothian

Friday 7th December 2007, VisitScotland, Ocean Point, Edinburgh

Appendix 1

Edinburgh and Lothian Area Tourism Partnership Meeting: 15th June 2007 - Area Updates Paper

EAST LOTHIAN

East Lothian Tourism Attractions Group

East Lothian Tourism Attractions Group has progressed several projects of late, 2 members recently accredited with GTBS – Glenkinchie bronze and John Muir birthplace – Silver. Phase 2 of website to start soon, will include new areas linked to ELTAG campaigns.

Senior Open

ELC working with East Lothian Golf Tourism Alliance to progress the stand at the seniors.

Heritage Project

Developing heritage project with other Lothian regions

Food and Drink Expo

Recent Food and Drink Expo in Haddington great success – linking producers and buyers, stalls and cookery demonstrations.

Food and Drink Festival

Food and Drink Festival, programme now finalised – information out soon.28th- 30th September.

EDINBURGH CONVENTION BUREAU

1. SALES PERFORMANCE

The Bureau's end of year figures 2006/07 record an economic benefit derived from confirmed conferences for the city for the years 2007 and beyond as £68.5 million (utilising the new delegate expenditure figures introduced in April 2006).

The market mix of business taking place in 2006/07 is broken down as follows:

• Association Market	60.77 %
• UK Corporate Market	9.39 %
• International Corporate Market	7.73 %
• Incentive Market	3.87 %
• Government Organisations	10.50 %
• Charity/Religious	3.87 %
• Events	3.87 %

Of the conferences held in Edinburgh during 2006/07 the following represents a breakdown of confirmed conference by venue type:

• EICC	18.54 %
• Universities	20.22 %
• Non residential venues	27.53 %
• Hotels	33.71 %

ECB's target from conferences for the year 2007-8 is £71,742,00 which is in line with the annual 5% increase in tourism revenues set by the Edinburgh Tourism Action Group (ETAG) in its recently published 'Edinburgh Tourism. A Framework for Growth 2007 – 2015'.

2. INTERNATIONAL CONFERENCE & CONGRESS ASSOCIATION RANKINGS (ICCA) FOR 2006

The Bureau has received country and city ranking for international association meetings taking place in 2006. The statistics reveal that 5,838 events took place in 2006, a rise of 52 over 2005 reflecting the strength and growth of the market. In terms of Edinburgh's standing in the world rankings the 2006 results reveal that the city moved from 23rd in 2005 to 27th in 2006. Whilst this is disappointing it is important to note that:

- there is only a difference of 5 conferences between Edinburgh and the destinations which are in the top 20.
- the destinations above Edinburgh have significantly more public sector support than that of Edinburgh's Capital City.
- the majority of destinations in the top 20 have more than one conference centre, and consequently the ability to host a number of conferences concurrently.

- there are six destinations above Edinburgh from South East Asia five years ago this was not the case.
- in terms of UK city's only London appears above Edinburgh in the rankings (11th) Glasgow is now ranked as 40th (36th previously)

The Bureau has been consistent in the number of meetings it has reported to gain Edinburgh's ranking. In 2002, Edinburgh enjoyed 9th place in ICCA world rankings, hosting 50 meetings, based on the most recent results this would place us in only 20th slot, illustrating the growth of competition and the challenges which lie ahead for Edinburgh if it is to maintain and enhance its international competitiveness in business tourism.

3. CONFIRMED CONFERENCES

The past few months have seen the Bureau confirm 23 new events for the city the largest of these being a major international conference focussing on computing Logic. One thousand delegates from across the world will attend the Federated Logic Conference (FLoC) when it is held in the city in three years time and inject £5m to the local economy. The ECB has worked in partnership with Edinburgh University to bring the 5th FLoC event which will run for 13 days to the city. Hosting FLoC 2010 reflects the leading global position the University of Edinburgh holds in this vital area of science. The total value of the 23 confirmed events amount some £15.1 million for the cities economy with conferences ranging from the one day Wood Science event in November 2007 to the European Commodities Exchange Conference in October 2012 estimated to be worth £1,456 million.

4. BLUEPRINT

The 2007-08 edition of Blueprint, ECB's key marketing print, is currently at final proof stage. It will be published and distributed to our corporate database, partners, members and key influencers in the city a the beginning of June

For the third consecutive year, the colours for each section have been chosen from the Edinburgh Inspiring Capital colour palette, and this year's cover is a tint of the slate grey.



5. MARKETING / SALES ACTIVITIES

Destination Edinburgh - a successful business to business event initiated and organised by ECB which takes place three times this year. The event combines a familiarisation trip with 1:1 business appointments. Clients included: Corporates such as Lloyds TSB; Corporate agencies-Acclaim, Accord Conference Company, Benchmark Corporate Events, BHR Group, BSI, Expotel, Zibrant; Association- Sconul. The event resulted in several leads for ECB Members.

Scotland Means Association Business (SMAB) - ECB took part in BTU's first SMAB event, which is to be held on a bi-annual basis. Nineteen clients attended the workshop at the SECC, where ECB carried out 1:1 scheduled appointments with 9 association clients. All leads have been added to the database for future follow up and monitoring.

IMEX 2007 - ECB participated on the VisitScotland BTU Scotland stand at the recent exhibition in Frankfurt. Thirty-five appointments were carried of which 21 were from the

incentive market. Sixteen enquiries and requests for proposals were received with delegate numbers between 15 and 300. As a result of our participation, a proposal for the TTI / Vanguard 2008 Conference is being progressed.

EDINBURGH

Action Plan 07/08

Following publication of the Edinburgh Tourism Strategy in March, the annual action plan is in final draft stage for approval by the ETAG Full Group at its meeting on 27th June. Once approved, a copy will be sent to each member of the ATP for information.

Edinburgh Connections, Munich

The Edinburgh Partners will deliver an Edinburgh Connections event in March on 20th June as part of a VisitScotland 3 day trade mission. This city promotion event is in support of the new EasyJet direct flight between the two cities. Partners include Edinburgh Festivals, Historic Scotland, SDI, hotels and travel agents.

Edinburgh Navigator Map

500,000 copies of the popular pocket map have been printed and will be available at TICs from 22nd June.

Hostel Accommodation Study

Following the accommodation supply and demand study, CEC are undertaking a review of hostel accommodation in the city for visitors, students and festival performers.

Waterfront Tourism Destination Study

SEEL and CEC are drawing up a brief for consultants to create a shared vision and Visitor Destination Development Plan for Edinburgh's Waterfront.

Sustainable Tourism

Following publication of the Edinburgh Tourism Strategy, one of the key actions for 2007/2008 is to develop a Sustainable Urban Tourism Strategy for the city. This is being taken forward by CEC and SEEL.

EVENTS

Taste of Edinburgh, 7-10 June 2007

This sell-out event was held in the city for the first time and launched a series of "Taste" events throughout UK. 15 of the top restaurants and food & beverage companies showcased their products, giving the public an insight into the quality food that the city has to offer. This event is an integral part of the new Edinburgh's Inspiring Cuisine programme.

Edinburgh International Science Festival and Talks Programme

The 19th Edinburgh International Science Festival took place 2-5th April. The event attracted 68,000 visitors, slightly lower than 2006.

Emirates Airlines Edinburgh 7's

Successful event at Murrayfield on 2 & 3 June.

MIDLOTHIAN

Explore Midlothian @visitScotland Expo 2007, 18-19 April 2007

- Midlothian's presence at Expo resulted in 167 'tourism buyers' contact details being captured.

Contacts have since been followed –up with a general thank you email/letter and the list of contacts was also sent to every local business who contributed to Midlothian's presence at Expo.

- Two new Midlothian tourism products were officially launched at Expo by the former Provost Sam Campbell: '**Midlothian on Video**,' a highly innovative wet-based tourism marketing initiative; and '**Meet in Midlothian**.' Which aims to capitalise on the potential for business tourism growth in Midlothian. Press releases were issued, which resulted in media coverage for Midlothian.
- A post-Expo meeting was held in Newbattle Abbey College on 26 April. It was felt that Expo provided a significant opportunity for local businesses to work together and reinforce the tourism identity of Midlothian. A stand at next years expo 2008, Aberdeen Exhibition Centre from 16-17 April, has been booked by Midlothian Council for the Forum, who are eager to build on the valuable experience gained at this year's event.
- Midlothian's presence at Expo 2007 was possibly through funding by Tyne-Esk LEADER+, Midlothian Council, and the trade.

A fuller report will be compiled in July for the Tyne-Esk LEADER+ Local Action Group; This will highlight the full range of outputs achieved through attendance at Expo, such as the number of new markets accessed, promotional activities undertaken, information bases established, businesses assisted, and innovative methods of adding value to local products.

Midlothian Tourism Action Plan

SEEL and VisitScotland to endorse. Expected this month. Last date for amendments end June 2007. Cabinet early August 2007.

Scottish Mining Museum

The Scottish Mining Museum has just been quality assessed and retains its 5 star status for the sixth year running.

Tyne Esk Local Action Group Membership

Andrew MacDonald, Manager Edinburgh Butterfly World, replaces Quin Dunlop and will represent the Midlothian tourism sector.

Midlothian Map – Places to Visit

New interpretation panels to be prepared. Midlothian Tourism Forum consulted on content and location.

Film Crews Welcome

A Pilot Workshop was held on 25th May 2007 at Scottish Mining Museum, Newtongrange. The workshop was aimed at tourism operators keen to look after film crews working in their local area, and to complement VisitScotland's Film Crews Welcome Scheme. VisitScotland and Scotland's Film Officers are working in partnership to develop the Scheme and with Tourist Board Training to develop this new initiative. The event was well attended by representatives from Edinburgh and the Lothians. Feedback supplied will help determine the content of the workshops that will now be rolled out across Scotland.

Wildlife Project

Edinburgh Film Focus to approach film producers to establish the potential for a Familiarisation Trip highlighting the many wildlife sites and varied habitats on offer. Midlothian Council will draw up a map of the key sites and the potential for promotion via leaflets or the web examined.

Penicuik Town Hall

Now an arts venue and performance space. Opening concert a sell out with 200 attending. The venue will host monthly concerts and it will be promoted as a venue for the Edinburgh Fringe Festival.

Penicuik to Dalkeith Walkway

Interpretive panels and picnic sites have been set up along this route popular with walkers, cyclists and horse riders with funding from Scottish Natural Heritage WREN, Smeaton Mining Trust, British Horse Society and Midlothian Council.

Festivals and Events

- Rosslyn Chapel's Medieval Fair was a great success on 12 May 2007.
- The History Fair at the Scottish Mining Museum on 28 April was also well attended and is likely to become an annual event.
- Vienna top of the bill at the Vogrie Festival on 12 August 2007.
- The Midlothian Youth Music Festival will be incorporated for the first time.
- Brass in the Park takes place on the 31 August to 2 September 2007.
- The Penicuik Arts Festival will run from 25 August to 9 September 2007.

SCOTTISH ENTERPRISE EDINBURGH AND LOTHIAN

Scottish Mining Museum

Dave Anderson, Senior Director of Operations, SEEL, presented the SMM with the Investors In People Award in May.

Lothian Hotel Developer Prospectus

SEEL have appointed a property agent to design and provide content for a Hotel Prospectus. The aim being to attract potential Hotel Developers to appropriate areas / sites within the Lothian's. The Prospectus should be available for distribution by July 07.

East Lothian Golf Alliance

SEEL will continue to work with the alliance – with golf being a key product area for Scottish Enterprise. The group have been identified as being ambitious and having the potential to demonstrate growth as per the SEEL growth criteria.

“Taste of Edinburgh”

Thousands of food enthusiasts flocked to the Meadows over the weekend from 8th June to experience the 1st Taste of Edinburgh event. This is part of a wider ‘Eat Edinburgh’ initiative, with commercial company Brand Events planning on delivering the Taste festival annually. Initial feedback has been tremendous with visitors being both local and tourists, and a large proportion incurring a high spend with lots of sell-on opportunities for the cities restaurants, bars and food sellers.

Visitor Levy – next phase

ETAG will now embark on the next phase of work as part of its study of Visitor Levies, guided by recent feedback from Edinburgh hoteliers. Using 3 of the key strands from the Edinburgh Tourism Strategy as a basis a series of 3 economic impact reports will be developed. These will identify the additional value & impact which would be generated by the injection of levy monies to 3 key areas of the cities tourism product over a 3 year period. Working with ETAG on this will be ECB for Business Tourism; VisitScotland Edinburgh around visitor information and marketing; and Festivals Edinburgh around festival and event development.

British Seniors Open

Via SE National Marketing team, Scottish Enterprise has invested £60k towards supporting the open at Muirfield, East Lothian. Again, this highlights the support for a key product area, and for a nationally important event which can bring proven business opportunities to be supported.

WEST LOTHIAN

Expo

West Lothian Tourism Forum operated a stand at EXPO 2007, producing a DVD and a range of other promotional materials for the occasion.

Leaflet

Supported the production of a leaflet and associated marketing activities promoting visits to Linlithgow.

Working Groups

Established working groups to develop proposals for eight key areas of activity, which will be incorporated into a forward plan for the Forum.